


File copy
1/19/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
<p>WEEK OF</p>  <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28</p>	<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</p>
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 16, 1953</u>			
Friday Jan. 16 3:00 P.M.- 5:00 P.M. Tea	SHOWING OF COLLECTION OF CORONATION ROBES Showing of Coronation fashions belonging to the Royal Family, presented by Doris Langley Moore, founder of British Costume Museum. Other robes including Queen Mother's and Peer's Robes, to be worn at forthcoming Coronation, will be on display Friday and Saturday, Jan. 16 and 17. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	8TH FLOOR RESTAURANT
Saturday Jan. 17 11:30 A.M.	SHOWING OF CRUISE & SOUTHERN FASHIONS Namm-Loeser's will present a showing of South Bound fashions, coordinated for cruise and southern wear. Press invited. Open to public. Contact: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM-LOESER'S (BROOKLYN)	2ND FLOOR
Saturday Jan. 17- Jan. 22	MOTORAMA OF 1955 & COORDINATED FASHIONS Introduction of 1955 General Motor cars, with special dresses designed for each one. Cadillac-Sophie of Saks; Buick-Pauline Trigere; Oldsmobile-Christian Dior; Pontiac-Maurice Rentner; Chevrolet-Nettie Rosenstein. GM Publicity: Robert Johnson, PL. 7-4000.	GENERAL MOTORS CORP.	WALDORF-ASTORIA BALLROOM
Jan. 18- Jan. 23	NEW YORK CURTAIN & DRAPERY AND NATIONAL DOMESTICS & LINEN SHOW AT HOTEL NEW YORKER WITH 160 EXHIBITORS. Contact: National Exhibitors, Lansdale, Pa.		

WEEK BEGINNING MONDAY, JANUARY 19, 1953

Monday Jan. 19 11:00 A.M.	LECTURE & EXHIBIT: CORONATION FASHIONS "An English Coronation--As It Was And Will Be," lecture by Doris Langley Moore, founder and director of Britain's only costume museum, The British Museum of Costume in London. She is bringing a special collection of Coronation outfits to America for an exhibition tour. Admission: \$1.80 and \$1.20. Contact: Maggie Mahon of Town Hall, LU. 2-2424.	DORIS LANGLEY MOORE	TOWN HALL 123 WEST 43RD STREET
Monday Jan. 19 11:30 A.M.- 3:00 P.M.	SHOWING OF M. & W. THOMAS COTTON FASHIONS M. & W. Thomas cotton fashions. Open to public. Thomas Publicity: The Miles, LO. 4-5150. Altman's Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY DEPT.
Beginning Monday Jan. 19	OPENING OF SUMMER COLLECTION Showing of Haymaker Separates collection at continuous daily showings. Publicity: Terry Mayer at David Crystal, BR. 9-6560.	HAYMAKER SEPARATES	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 19- Jan. 21	THE HIGH COUTURE COOPERATIVE AND GOETSCH Y CIA SPANISH COUTURE COLLECTIONS IN BARCELONA, SPAIN. Showings by: Rodriguez, Bastida, Pertegaz, Santa Eulalia and El Dique Flotante. N.Y. Publ.: Rosemary Sheehan, CI. 7-8060.		
Beginning Monday Jan. 19	SPECIAL DISPLAY OF YOUNGSTOWN KITCHEN	BAMBERGER'S (NEWARK)	7TH FLOOR
	Showings of the Youngstown Kitchen, as displayed in the February issue of "Good Housekeeping" Magazine. Publicity: John von Arnold, Market 2-1212.		
Beginning Monday Jan. 19- Jan. 24	EXHIBIT: DRAZ PAINTINGS FOR FORSTMANN'S COLORS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Castilian paintings, series of originals by Tod Draz, which set the theme for Forstmann's Spring fashion colors. Open to public. Contact: Dorothy Tyroler at Traphagen, CO. 5-2077.		
Beginning Monday Jan. 19- Jan. 24	NEW DESIGNS BY PAUL MCCOBB	B.G. MESBERG NAT'L SALES	201 EAST 57TH STREET SHOWROOM
	B. G. Mesberg will show new designs by Paul McCobb in three groups of upholstered furniture; in black wrought iron and white opaque glass; and accessory items. Publicity: Virginia Burdick Public Relations, 126 East 19th Street, OR. 4-6462.		
Tuesday Jan. 20 9:30 A.M. Breakfast	PREVIEW OF SPRING BRIDAL FASHIONS	BEST & CO.	3RD FLOOR BRIDAL SALON
	Press breakfast to introduce Best's new Spring bridal fashions. By invitation only. Publicity: Gay Stearns, PL. 9-2000, Ext. 210.		
Tuesday Jan. 20 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM
	Bender & Hamburger will present their Summer fashions. By invitation only. Publicity: Donna Cannon, 104 East 52nd Street, PL. 3-7072.		
Tuesday Jan. 20 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOWING	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present "Spring is Here" coat and suit fashions designed by Seymour Fox, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Seymour Fox--Ann R. Silver, 551 Fifth Avenue, MU. 7-8654; Bonwit Teller--Nancy Talbert, EL. 5-6800; Waldorf Fashion--Madeleine Riordan, EL. 5-3000.		
Tuesday Jan. 20 3:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION	del MAR	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	"Summer Stars at del Mar"--presentation of coordinates, dresses and sun-back styles, designed by Jan Little and Will Saunders, at press preview. New York resident buying offices and New York stores preview cocktail party on <u>Wednesday, Jan. 21 at 3:30 P.M.</u> By invitation. Publicity: Ken R. Williams, 160 Columbia Heights, Bklyn, PE. 6-7462 or UL. 5-3175.		
Beginning Tuesday Jan. 20	OPENING OF SUMMER COLLECTIONS	ARKAY JUNIOR FROCKS: JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM
	Summer collection by Madeleine Fauth of Arkay Junior Frocks, at 10:00 A.M. and 2:00 P.M. daily. Publicity: Belle Karson at Arkay, LO. 5-2626.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Jan. 21 9:30 A.M.	PREVIEW OF SUMMER SEPARATES Nelly de Grab presents her Summer collection of "Mobile Separates" to press and trade. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	NELLY DE GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FL.
Wednesday Jan. 21 10:30 A.M.	PREVIEW: JOSEPHINE ORO'S SPRING BRIDAL FASHIONS Jay Thorpe will present a press preview of bridal fashions designed by Josephine Oro. By invitation only. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Wednesday Jan. 21 11:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Lilly Dache will present Spring millinery to the press. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON
Wednesday Jan. 21 12:30 P.M. Luncheon	BENHAM ORIGINALS AT LUNCHEON SHOW De Pinna will present Benham Originals by Bender & Hamburger for Cruise and Resort wear, with Holiday Magazine represented in the magazine tie-up. Press by invitation. Public by reservation. Contact: TE. 8-8000. Benham Publicity: Donna Cannon, PL. 3-7072. De Pinna Contact: Solita Arbib, MU. 8-2000; Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 21 12:30 P.M. Luncheon	JUNIOR FASHIONS AT LUNCHEON SHOWING Bonwit Teller will present Resort and Spring junior fashions, including separates and dresses. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publ.: M. Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Jan. 22 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING Subject: "We Have A Change--In Hats". Fashion show commentator: Mary Wyman, Better Millinery Buyer, Harry Camp Millinery. Speaker: Florence W. Goldin, v.p. Grey Advertising, whose subject will be "Does The Printed Page Sell Millinery?" Co-chairmen: Maud G. Moody and Esther Lyman. Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Thursday Jan. 22 12:30 P.M. Luncheon	M. & W. THOMAS COTTONS AT LUNCHEON SHOW Presentation of M. & W. Thomas cotton fashions from B. Altman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Thomas Publ.: The Miles, 131 W. 10th St., CH. 2-2344. Altman's Publ.: Ferris Megarity, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 22 2:30 P.M.	SPRING FASHION PRESENTATION Lord & Taylor will present Spring fashions from their 2nd floor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	2ND FLOOR
Friday Jan. 23 11:00 A.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION Press and trade preview of Summer separates and sportswear. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.	GORDON PETERS, INC.	1400 BROADWAY SHOWROOM - 12TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday *** Jan. 16 12:00 Noon Luncheon	MATERNITY BUSINESS CLINIC LUNCHEON Baby Talk Magazine will hold a Maternity Business Clinic. Luncheon will be followed by a session on statistical evaluation of the maternity market. <u>Fashion show at 3:30 P.M.</u> Cocktail party for press at 4:15 P.M. By invitation. Contact: OR. 9-4400.	BABY TALK MAGAZINE (149 MADISON AVENUE)	HOTEL VANDERBILT PARK AVE. & 34TH ST.
Saturday Jan. 24 3:30 P.M.	FASHION SHOW AND CARIB CARNIVAL Chalfonte-Haddon Hall will present a fashion show featuring styles by del Mar, Fashion Towne, Heatherton, Robert Martin, Nathan and Strong, and watches by Taylor Jewelry. (No more tickets available). N.Y. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn, UL. 5-3175. Haddon Hall Publicity: Robert W. Leeds, Atlantic City 4-0141.	CHALFONTE-HADDON HALL (ATLANTIC CITY)	CHALFONTE-HADDON HALL, CAROLINA ROOM
Jan. 25- Jan. 29	MID-WINTER GIFT SHOW AT HOTEL WILLARD, WASHINGTON, D.C. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
Monday Jan. 26 10:30 A.M. All Day	OPEN HOUSE TOUR OF WATCH COLLECTION Daily guided tour of Taylor watch factory. By appointment. Publicity: Ken R. Williams, 160 Columbia Hgts., Bklyn., UL. 5-3175.	TAYLOR JEWELRY	257 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 26 10:30 A.M.	OPENING OF SUMMER COLLECTION David Crystal's Summer collection will be presented at 10:30 A.M. and 2:30 P.M. daily. Publicity: Terry Mayer at David Crystal, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Monday Jan. 26 11:00 A.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION "The Gold Mine Collection" by Pat Hartly will be presented to the press. (<u>Note Change of Date</u>). By invitation only. Continuous trade showings, beginning Tuesday, Jan. 27. Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	PAT HARTLY, INC.	1400 BROADWAY SHOWROOM - 12TH FL.
Monday Jan. 26 3:00 P.M.	SUMMER COLLECTION BY ANNE FOGARTY Preview of Summer collection by Anne Fogarty of Margot Dresses, Inc. Trade showings daily thereafter at 10:00 A.M. and 3:00 P.M. By invitation only. Publicity: Ruth Robinson of Margot, LO. 5-2626.	MARGOT DRESSES, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FL.
Monday Jan. 26 4:00 P.M. Cocktails	SUMMER COLLECTION BY ALAN PHILLIPS Lentz Diminutives Summer collection, designed by Alan Phillips. By invitation. Continuous trade showings daily thereafter. Publicity: Donna Cannon, 104 E. 57th Street, PL. 3-7072.	LENTZ DIMINUTIVES, INC.	533 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

Beginning Monday Jan. 26	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 26</u> : Lachasse; Digby Morton; Peter Russell; Victor Stiebel. <u>Tuesday, Jan. 27</u> : Hardy Amies; John Cavanagh; Charles Creed; Mattli. <u>Wednesday, Jan. 28</u> : Norman Hartnell; Michael Sherard; Worth, Ltd. Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS LONDON, W.I., ENG.	36 BRUTON PLACE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 27 9:30 A.M. Breakfast	BONNIE CASHIN KNIT FASHIONS FOR SUMMER Joseph Guttman presents "The Straw Hat Collection" of Summer knit fashions by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, 104 East 52nd St., PL. 3-7072.	JOSEPH GUTTMAN	HAMPSHIRE HOUSE THE COTTAGE
Tuesday Jan. 27 12:30 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Ninth Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Price: \$50.00 & \$75.00. Contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 28 9:30 A.M. Breakfast	2ND ANNUAL "VERSATILITY IN DESIGN" AWARDS Presentation of Awards to grand prize winners and honorable mentions in 2nd Annual "Versatility in Design and Use" competition, in women's men's, children's, home furnishings, home appliances and open class. By invitation. Contact: Helen Beringer, at Bert Nevins, WI. 7-9715.	HESS BROTHERS (ALLENTOWN, PA.)	WALDORF-ASTORIA JADE ROOM
Wednesday Jan. 28 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY HARVEY BERIN Harvey Berin's Spring fashions will be presented by Bonwit Teller during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Jan. 28 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Hannah Troy will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Hannah Troy Publicity: Gladys Steiner of Lester Harrison, MU. 9-1630. Pierre: Nola Luxford, TE. 8-8000.	HANNAH TROY (530 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 28 4:00 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The National Cotton Council will introduce Miss Alice Corr, the 1953 Maid of Cotton, and her washable cotton wardrobe at the 26th Annual Convention of the Association of American Soap & Glycerine Producers. By invitation only. Contact: Ruth Goldberg, Ass'n of American Soap & Glycerine Producers, 295 Madison Avenue, MU. 6-3662; or Margot Herzog, National Cotton Council, 271 Church Street, WO. 4-2521.	SOAP ASSOCIATION & COTTON COUNCIL	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 29 10:00 A.M.	SUMMER COLLECTION: ALL-OCCASION DRESSES Nathan & Strong will present a Summer collection of all-occasion dresses to press, buying offices, and stores. By invitation. <u>Showings daily at 10:00 A.M.</u> Publ.: Ken R. Williams, 160 Columbia Hgts, Bklyn, UL. 5-3175.	NATHAN & STRONG	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
Thursday Jan. 29 12:15 P.M. Luncheon	HOME FASHIONS LEAGUE MEMBERS' LUNCHEON Annual luncheon for members only, with announcement of incoming officers and general discussion. Price: \$4.25. Contact: Josephine Brush of Home Fashions League, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH ST.)	HOTEL ROOSEVELT HENDRICK HUDSON ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 29 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS DURING LUNCHEON Jay Thorpe presents Spring fashions by Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 29 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Jerry Parnis will present a preview of her Summer collection. By invitation. <u>Daily trade showings thereafter at 2:30 P.M.</u> Publicity: Mildred Kaldor, 347 Fifth Avenue, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Feb. 2- Feb. 3 10:30 A.M.	PREVIEW OF SUMMER 1953 SHOES Presentation of Summer 1953 shoe collection to press and trade. <u>Opening in St. Louis, Jan. 18 at 2:30 P.M. and Jan. 19 at 10:30 A.M., at Hotel Statler, Daniel Boone Room.</u> Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES (350 FIFTH AVENUE)	SAVOY PLAZA CRYSTAL ROOM
Beginning Monday Feb. 2	SUIT FASHIONS FOR SUMMER Arthur Jablow will present a new collection of luxury cotton suits daily at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Feb. 2	OPENING OF SUMMER COLLECTION Jerry Greenwald presents continuous daily showings of Summer collection for juniors. Also, Junior Vogue separates. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FLOOR
Beginning Monday Feb. 2	OPENING OF SUMMER COLLECTION Opening of Summer collection by Georgia Bullock of California. By appointment only. Contact: Mona Jane Moore, LO. 5-4762.	GEORGIA BULLOCK OF CALIFORNIA	350 FIFTH AVENUE ROOM 5708

OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, FEB. 2</u>			
Sport-Craft, Inc. . . .	10:30 A.M. & 2:30 P.M. daily550 7th, LA. 4-9724	
Star-Maid Dresses . . .	10:30 A.M. & 2:30 P.M. daily498 7th, PE. 6-0444	
<u>TUESDAY, FEB. 3</u>			
Adler & Adler, Inc. . .	10:30 A.M. daily550 7th, BR. 9-9600	
Kane-Weill.	10:30 A.M. & 2:30 P.M., first week498 7th, LO. 5-3041	
	thereafter, 10:30 A.M. only		
<u>WEDNESDAY, FEB. 4</u>			
Davidow	10:30 A.M. daily550 7th, PE. 6-6909	
David M. Goodstein. . .	10:30 A.M. & 2:30 P.M. daily498 7th, LO. 5-3041	
<u>THURSDAY, FEB. 5</u>			
Zoltan Rosenberg Co. . .	2:30 P.M. daily550 7th, LA. 4-6691	

Beginning Monday Feb. 2	OPENING OF SUMMER LINES IN ST. LOUIS The St. Louis Fashion Creators will open Summer lines of junior, misses', women's, and half-size dresses, suits, coats and lingerie. Contact: Joan Gardner, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	ST. LOUIS, MISSOURI
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 2	TENTATIVE OPENING DATES OF PARIS COLLECTIONS Mon., Feb. 2: HEIM, SERGE KOGAN, MAGGY ROUFF, SAGARDOY, VRAMANT. Tues., Feb. 3: BRUYERE, FATH, GRIFFE, LANVIN, MAGUY, MANGUIN, PATOU, RICCI. Wed., Feb. 4: DE RAUCH, DESSES, DE GIVENCHY. Thurs., Feb. 5: BALENCIAGA, DIOR, LAFAURIE, SCHIAPARELLI. Fri., Feb. 6: BALMAIN, CARVEN, HERMES, LECOMTE. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Tuesday Feb. 3- Feb. 5 8:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Breakfast preview of Carolyn Schmurer's Summer collection, Feb. 3 through Feb. 5. By invitation only. <u>Trade showings, beginning Friday, Feb. 6 at 12:30 P.M. (box luncheon) daily.</u> Publicity: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FL.
Tuesday Feb. 3 10:30 A.M.	PREVIEW OF NEW "SEPARABLES" COLLECTION Sam Friedlander will present his new "Separables" collection for Summer. By invitation. Contact: Agatha Phillips, at Sam Friedlander, FE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Feb. 3 2:30 P.M.	OPENING OF SUMMER COLLECTION Opening of Summer collection by Claire McCardell. 2:30 P.M. By appointment. Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FL.
Beginning Tuesday Feb. 3	FOGA TO SHOW SUMMER LINES The Fashion Originators' Guild will present Summer Lines, with openings from Feb. 3 - Feb. 11. Specific dates will be announced later. LARRY ALDRICH HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, 1440 B'way, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ AND DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP.	MANUFACTURERS' SHOWROOM BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Wednesday Feb. 4 11:00 A.M.	TATIANA DU PLESSIX CUSTOM MILLINERY Saks Fifth Avenue will present press showing of Tatiana du Plessix Spring custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Feb. 4 12:30 P.M. Luncheon	COAT AND SUIT FASHIONS AT LUNCHEON Luncheon showing of Spring coats and suits, including a special collection by Charles James for William Popper. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: TE. 8-8000. Popper Publicity: Adele Lakes at Dundon Associates, 55 W. 42nd St., WI. 7-7062. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	WILLIAM N. POPPER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 4 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Russeks will present Spring fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL.5-3000,	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 4 3:30 P.M. Cocktails	PREVIEW OF LOTTE'S SUMMER COLLECTION Drewyn presents Lotte's new special Summer collection, including "Main Street Under Sea" fashions. By invitation. Publicity: Sidney Dee Bloeme, 35 West 53rd St., JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Feb. 4 4:00 P.M. Champagne	PRESS PREVIEW: SPRING SUMMER COLLECTION Showing of highlights of Spring and Summer collection of hand woven, knitted and crocheted costumes, tailored to evening styles. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	ANN FLEISCHER	16 WEST 57TH STREET SHOWROOM
Thursday Feb. 5 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW Bonwit Teller will present Seymour Fox Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Avenue, MU. 7-8654. Bonwit Teller Publicity: Nancy Talbert, EL. 5-5800. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 5 2:30 P.M.	BRIGANCE OF SPORTSMAKER SUMMER COLLECTION Press preview of Sportsmaker's Summer collection of bathing suits, beachwear, playclothes, separates and dresses, designed by Brigance. By invitation. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	PARTY HONORING NORMAN HARTNELL Primrose House (exclusive distributor of Hartnell fragrances in the U.S.) invites the press to a cocktail party to meet Norman Hartnell, London couturier to the Royal family and creator of Hartnell perfumes and toilet waters. Publicity: Lola G. Christie of Primrose House, MU. 5-4145.	PRIMROSE HOUSE, INC. (420 LEXINGTON AVENUE)	HOTEL PLAZA TERRACE ROOM
Beginning Friday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Ceil Chapman will present her Summer collection at 2:30 P.M. Publicity: Alto Schiffrine, LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Feb. 9- Feb. 20	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUE Special showroom presentation of fashions from Charm's May-June "Two Weeks With Pay" tandem issues. Contact: Promotion Dept., PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 20TH FLOOR
Tuesday Feb. 10 11:00 A.M.	PREVIEW: SPRING SHOE COLLECTION Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 10 12:30 P.M. Luncheon	VALENTINE FASHIONS AT LUNCHEON SHOW "Hearts and Flowers"--Valentine Day and Spring Fashions by Jane Engel will be presented at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Jane Engel Publicity: Louise G. Fried, RH. 4-0300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	JANE ENGEL (50 E. 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Feb. 10 1:00 P.M.- 2:00 P.M.	PREVIEW OF SUMMER COLLECTION Janice Milan will present her Summer collection. Luncheon at 1:00 P.M.; showing at 1:30 P.M. By invitation. Contact: Ellie Regan, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM - 15TH FL.
Tuesday Feb. 10 3:00 P.M.- 5:30 P.M. Cocktails	SWISS FABRICS AT ANNUAL SHOWING Tenth annual presentation of fashions in Swiss fabrics, from current Summer collections of U. S. leading designers and manufacturers and arranged by the Cotton Textile Industry of Switzerland. <u>Showing at 3:30 P.M.</u> Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 East 42nd St., OR. 9-2750.	SWISS FABRICS GROUP OF SWITZERLAND & N. Y.	HOTEL PIERRE BALLROOM
Tuesday Feb. 10 3:30 P.M.	SUMMER COCKTAIL & AFTERNOON DRESSES Arnold & Fox will present a collection of Summer cocktail and afternoon dresses, designed by Billy Gordon, including a special group of cottons. Press by invitation. <u>Trade shows on Feb. 11, 12, 17 and 18, at 3:30 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FL.
Thursday Feb. 12 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday Feb. 13 4:00 P.M.	PREVIEW OF SUMMER AFTERNOON FASHIONS Harmay presents their Summer collection to the press. By invitation. <u>Daily showings thereafter at 4:00 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Tuesday Feb. 17 10:00 A.M. Breakfast	PREVIEW: SPRING FASHIONS FOR TALL GIRLS Tall Wear presents their Spring collection of coats, suits, dresses, sportswear, lingerie and accessories. Introduction of special heights: short tall, medium tall and tall tall. By invitation only. Contact: Sylvia Pollack, EL. 5-6029.	TALL WEAR	13 EAST 47TH STREET SALON
Thursday Feb. 19 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Co-chairmen: Mathilda Taylor and Mimi Aleinikoff. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-6043.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
April 5	EASTER SUNDAY.		

MOVIES...MUSIC...THEATRE...BALLET

Sunday
Jan. 18 OPENING: "DANNY KAYE, IN PERSON" PALACE THEATRE, B'WAY & 47TH STREET
Presenting Danny Kaye and his all star international show with Darvas & Julia, Fran Warren, The Dunhills, Marquis & Family and the Peiro Brothers. Performances every evening; matinees, Wednesday, Saturday and Sunday. Tickets: \$1.20-\$6.00. Publicity: John Cassidy, JU. 6-1900.

Beginning
Monday
Jan. 19 ELEVENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH STREET & B'WAY
Jan. 19: Puccini's TOSCA. Jan. 20: Bizet's CARMEN. Jan. 21: Mascagni's CAVALLERIA RUSTICANA & Leoncavallo's PAGLIACCI. Jan. 22: Strauss' DER ROSENKAVALIER. Jan. 23: Mozart's COSI FAN TUTTE. Jan. 24, Mat.: Verdi's AIDA. Jan. 24, Eve.: Puccini's LA BOHEME. Publicity: Margaret Carson, PE. 6-1200.

Beginning
Tuesday
Jan. 20 TWELFTH WEEK: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Jan. 20: SERENADE, FIREBIRD, THE CAGE, CAKEWALK.
Jan. 21: CONCERTO BAROCCO, THE FIVE GIFTS, HARLEQUINADE, BOURREE FANTASQUE.
Jan. 22: SWAN LAKE, METAMORPHOSES, A LA FRANCAIX, SYMPHONY IN C.
Jan. 23: CONCERTO BAROCCO, WILL O' THE WISP, PRODIGAL SON, SCOTCH SYMPHONY.
Jan. 24, Mat.: TYL ULENSPIEGEL, SWAN LAKE, CONCERTINO, CAKEWALK.
Jan. 24, Eve.: CARACOLE, THE DUEL, PAS DE TROIS, LA VALSE.
Jan. 25, Mat.: THE DUEL, KALEIDOSCOPE, HARLEQUINADE, SYMPHONY IN C.
Jan. 25, Eve.: FOUR TEMPERAMENTS, SCOTCH SYMPHONY, LA VALSE, PIED PIPER.
Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.

Tuesday
Jan. 20 OPENING: "THE BAT" THE NATIONAL, 208 W. 41ST STREET
James Withers Elliott will present the Mary Roberts Rinehart-Avery Hopwood mystery thriller starring Zazu Pitts. Costumes: Alice Gibson. Director: Jonathan Seymour. Settings: Ralph Alswang. Publ.: Nat Dorfman, LO. 3-0858.

Wednesday
Jan. 21 PREMIERE: "NIAGARA" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET
Twentieth Century-Fox Technicolor drama of a two-timing wife, who plots to kill her husband at Niagara Falls. Starring: Marilyn Monroe, Joseph Cotten, Jean Peters. Costumes: Dorothy Jeakins. Producer: Charles Brackett. Director: Henry Hathaway. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Thursday
Jan. 22 OPENING: "THE CRUCIBLE" MARTIN BECK THEATRE, 302 W. 45TH STREET
Kermit Bloomgarden presents the Jed Harris production of Arthur Miller's new play starring Arthur Kennedy, Walter Hampden with Beatrice Straight, Cloris Leachman, E. G. Marshall. Scenery: Boris Aronson. Costumes: Edith Lutyens. Publicity: Jim Proctor, VA. 6-5084.

Thursday
Jan. 22 PREMIERE: "TAXI" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET
Twentieth Century-Fox comedy-drama about an Irish girl, married to an Army man, who comes to this country to find her missing husband. With Dan Dailey and Constance Smith. Costumes: supervised by Charles Le Maire and designed by Renie. Producer: Samuel G. Engel. Director: Gregory Ratoff. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Friday
Jan. 23 OPENING "THE FIFTH SEASON" CORT THEATRE, 138 WEST 48TH STREET
George Kondolf will present a new comedy by Sylvia Regan starring Menasha Skulnik and Richard Whorf with Augusta Roeland, Nita Talbot and John Griggs. Producers: George Kondolf and Sherman S. Krellberg. Director: Gregory Ratoff. Dresses by Henry Rosenfeld, under the supervision of Edyth E. Gilfond. Publicity: Bernard Simon, CI. 5-7294.